King, Valerie A.

From: McCann, Amy
Sent: Monday, July 28, 2003 4:14 PM
To: King, Valerie A.; MIGRATED: McCann, Amy
Cc: Buono, Elizabeth W.; Osborne, Kevin
Subject: RE: General Advertising

Sensitivity: Confidential

DSS:

Valerie:

Thank you for this additional information and for recognizing the sensitivities around the MSA. After evaluating all of the information provided with my colleagues, I am comfortable with MDS using outdoor advertising in this instance and am comfortable that it does not run afoul of our obligations with regard to the MSA.

That said, MDS should not be entering into new medium without PM USA approval. Therefore, I suggest sending them a written note reminding them of this obligation. Although outdoor advertising is fine in this instance, the factual scenario of the next proposed use could mean that it is not appropriate. We need to maintain the control to evaluate these situations and provide input.

Let me know if you have any questions.

-----Original Message-----
From: King, Valerie A.
Sent: Wednesday, July 23, 2003 10:13 AM
To: MIGRATED: McCann, Amy
Subject: RE: General Advertising
Sensitivity: Confidential

Amy:
I finally obtained the additional details that you requested. They are as follows:

"We have 24 active billboards, at this time. They are located in Lincoln (12) and Omaha (12). Their positioning rotates every 2 months targeting high traffic, industrial and lower income areas. Basically "in town".

We have contracted to run ads for a total of 4 months, with 2.5 months left to go.

In the past, MDS has used billboards as a recognition and recruiting tool although it was a few years ago. In order to capture the attention and interest of more possible candidates, we chose this form of advertising. We see daily response to this campaign. Billboards target an audience that may not read the paper on a regular basis, has the lowest cost per thousand exposure compared to traditional media and can be geographically placed."

They have provided me with a photo of one, which I am attaching as well.

Let me know if you need any other information.

-Valerie

-----Original Message-----

PM3006736194

Source: https://www.industrydocuments.ucsf.edu/docs/yqyx0001

From: McCann, Amy
Sent: Wednesday, July 16, 2003 1:23 PM
To: King, Valerie A.
Subject: RE: General Advertising
Sensitivity: Confidential

Valerie:

I will check into this and get back with you. Is the ad still running on the billboard? How many billboards and in what locations?

-----Original Message-----
From: King, Valerie A.
Sent: Wednesday, July 16, 2003 10:51 AM
To: McCann, Amy
Subject: FW: General Advertising
Sensitivity: Confidential

Amy:
We learned during our weekly conference call with MDS last week that they had used one of the previously approved generic print ads (approved by both PM and their IRB) as a billboard for recruiting purposes. Since the ad language had been previously approved, we were not completely surprised that they had done this. However, in the context of sensitivity around the Master Settlement Agreement, we wanted to 1) advise the Law department that this had been done, and 2) ensure that there weren't any issues that would warrant our asking MDS not to use this type of media in the future.

Part of our dialogue with MDS around this has been to iterate that advertising strategies outside of the "norm" (i.e., print or radio with previously approved language), should always be vetted with us. To this point, they have been proactive in getting our approval for non-standard strategies, but we wanted to be clear.

Could you let me know if we need to advise them to not use the billboard format in the future? The ad that was used is attached herein for your reference.

Thanks,
Valerie

-----Original Message-----
From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Tuesday, July 15, 2003 1:54 PM
To: valerie.a.king@pmusa.com
Subject: General Advertising
Sensitivity: Confidential

Valerie,

Attached is the print ad (second to the radio ad) that is currently bing used in a billboard format. This print ad has been previously approved by MDS IRB and PM.

Let me know if you have any questions.

Thanks
Kim

Kimberly M. Prchal
Senior Project Manager
MDS Pharma Services - Lincoln, NE
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402.437.4773

PM3006736195

Source: https://www.industrydocuments.ucsf.edu/docs/yqyx0001

PM3006736196

Source: https://www.industrydocuments.ucsf.edu/docs/yqyx0001